## (12) INTERNATIONAL APPLICATION PUBLISHED UNDER THE PATENT COOPERATION TREATY (PCT)

## CORRECTED VERSION

(19) World Intellectual Property Organization International Bureau





(43) International Publication Date 29 December 2004 (29.12.2004)

**PCT** 

# (10) International Publication Number WO 2004/114168 A1

(51) International Patent Classification<sup>7</sup>:

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G06F 17/60

(21) International Application Number:

PCT/AU2004/000846

(22) International Filing Date:

25 June 2004 (25.06.2004)

(25) Filing Language:

English

(26) Publication Language:

English

(30) Priority Data: 2003903229

25 June 2003 (25.06.2003) AU

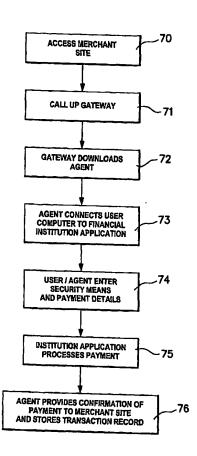
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- (81) Designated States (unless otherwise indicated, for every kind of national protection available): AE, AG, AL, AM, AT, AU, AZ, BA, BB, BG, BR, BW, BY, BZ, CA, CH, CN, CO, CR, CU, CZ, DE, DK, DM, DZ, EC, EE, EG, ES, FI, GB, GD, GE, GH, GM, HR, HU, ID, IL, IN, IS, JP, KE, KG, KP, KR, KZ, LC, LK, LR, LS, LT, LU, LV, MA, MD,

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(54) Title: A SYSTEM AND METHOD FOR FACILITATING ON-LINE PAYMENT



(57) Abstract: The present invention relates to a system and method for facilitating on-line payment particularly for goods or services purchased via a merchant site on the Internet. The system enables payment from an existing customer account at a financial institution, but does not require the user to provide credit card details. The payment is implemented in real-time from the customer account to a merchant account via a financial institution application such as an Internet banking website. An interface is provided which is initiated via the merchant site and which then interfaces the customer computer to the financial application having access to the customer computer's account. The customer can then enter payment details directly with the financial institution to pay the merchant directly for the transaction.

### WO 2004/114168 A1

MG, MK, MN, MW, MX, MZ, NA, NI, NO, NZ, OM, PG, PH, PL, PT, RO, RU, SC, SD, SE, SG, SK, SL, SY, TJ, TM, TN, TR, TT, TZ, UA, UG, US, UZ, VC, VN, YU, ZA, ZM,

(84) Designated States (unless otherwise indicated, for every kind of regional protection available): ARIPO (BW, GH, GM, KE, LS, MW, MZ, NA, SD, SL, SZ, TZ, UG, ZM, ZW), Eurasian (AM, AZ, BY, KG, KZ, MD, RU, TJ, TM), European (AT, BE, BG, CH, CY, CZ, DE, DK, EE, ES, FI, FR, GB, GR, HU, IE, IT, LU, MC, NL, PL, PT, RO, SE, SI, SK, TR), OAPI (BF, BJ, CF, CG, CI, CM, GA, GN, GQ, GW, ML, MR, NE, SN, TD, TG).

#### Published:

- with international search report
- (48) Date of publication of this corrected version:

12 May 2005

(15) Information about Correction: see PCT Gazette No. 19/2005 of 12 May 2005, Section II

For two-letter codes and other abbreviations, refer to the "Guidance Notes on Codes and Abbreviations" appearing at the beginning of each regular issue of the PCT Gazette.